

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method for funding an interactive network site, comprising the steps of:

*FIG 19
ol 11-12*
providing a question and answer forum on the network site for access by at least one user and at least one expert, the forum having a topic; and

*FIG 59
ol 19-20*
receiving a payment from a third party associated with a third party service for access to the network site by ~~only~~ those users that subscribe to the third party service.

2. (Original) The method of claim 1, wherein said payment is a user's fee to access the network site.

3. (Original) The method of claim 1, wherein the third party is one of a medical insurance provider, a drug manufacturer, and a health maintenance organization.

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4. (Original) The method of claim 1, further comprising transmitting ⁽¹⁾personal information provided by the user to said third party in ⁽¹⁾exchange for payment of the user's access fee.

5. (Original) The method of claim 4, wherein the personal information comprises at least one of demographic information, identification information, medical treatment information, and drug treatment information.

6. (Original) The method of claim 4, wherein users' individual identities are withheld prior to the information being transmitted to said third party.

7. (Original) A method for funding an interactive network site, comprising the steps of:
providing a question and answer forum on the network site for access by a user and an expert, the forum having a topic;
receiving responses from experts to questions generated by users;
receiving responses from peer review personnel reviewing the responses from the experts; and
receiving a payment from a third party for provision of the forum.
8. (Original) A method for funding an interactive network site, comprising the steps of:
providing a question and answer forum on the network site for access by at least one user and at least one expert, the forum having a topic; and
receiving a payment for the provision of the forum from a third party associated with a service independent of the network site; and *one of many*
issuing a benefit concerning the third party service to the user. *access to service or products*
9. (Original) The method in accordance with claim 8, wherein the benefit is comprises at least one of access to the forum, payment of a fee for accessing the network site, a discount on a product, a medical treatment, a drug, an insurance premium, a deductible, a co-payment contribution.
10. (Currently amended) The method in accordance with claim 8, wherein said issuing step comprises crediting the user at least one point based on at least one of a visit to the network site or another network site, a visit to a forum, an answered question, a purchase, and providing personal information concerning the user.
11. (Original) The method in accordance with claim 9, further comprising accepting of a least one point in exchange for the benefit.
12. (Original) A method for funding an interactive network site, comprising the steps of:
providing a question and answer forum on the network site for access by at least one user and at least one expert, the forum having a topic; and

receiving a payment for the provision of the forum from a third party associated with a service independent of the network site; and

issuing a benefit concerning the third party service to another party other than the third party, the user, and the expert. *another user*

13. (Original) The method in accordance with claim 12, wherein the third party is a drug manufacturer and the other party is one of a health maintenance organization and a pharmacy.

14. (Original) The method in accordance with claim 13, wherein the benefit to the other party is a discount on a drug.

15. (Currently amended) The method of claim 8 wherein the third party service is insurance and the user has an insurance policy from the third party. A method for reviewing medical treatment of a user enrolled in a medical insurance program, comprising the steps of:
providing a question and answer forum on the network site for access by a user and an expert;

receiving the user's request for a second opinion from the expert concerning at least one of a medical treatment and a drug; and

the benefit comprising adjusting the user's insurance premium based on the user's solicitation of the second opinion.

16. (Original) The method in accordance with claim 15, further comprising transmitting the second opinion provided by the expert to the user in response to the request.

17. (Currently amended) The method in accordance with claim 15, further comprising forwarding the second opinion to at least one of a medical professional and a case manager for peer review, prior to the transmitting step.

18. (Original) The method in accordance with claim 15, further comprising forwarding the second opinion to at least one of a medical professional and a case manager for peer review.

19. (Original) The method in accordance with claim 15, wherein the adjusting step comprises increasing the insurance premium.

20. (Original) The method in accordance with claim 15, wherein the adjusting step comprises decreasing the insurance premium.

21. (Original) The method in accordance with claim 15, further comprising assigning each user a unique identification for accessing the network site.

22. (Original) The method in accordance with claim 15, further comprising assigning each user a password for accessing the network site.

23. (Currently amended) A-The method of claim 8, wherein the third party service is the provision of goods or services to the user in the field of medicine, further for a user to receive a discount on a medical cost, comprising the steps of:

~~accessing a network site having a forum relating to a medical topic;~~

~~requesting~~receiving the user's request for a second opinion corresponding to the medical topic from an expert; and

receiving the the benefit comprising providing the user with discount on the medical cost from the third party, based on the request for the second opinion.

24. (Original) The method in accordance with claim 23, further comprising receiving the second opinion from the expert.

25. (Original) The method in accordance with claim 24, further comprising receiving a peer's review of the second opinion provided by the expert.

26. (Original) The method in accordance with claim 25, wherein the peer is one of an insurance case manager and a medical professional.

27. (Original) The method in accordance with claim 23, wherein the medical cost comprises at least one of a medical insurance premium, a drug treatment, and a medical treatment.

28. (Original) A method for funding an interactive network site, comprising:
providing a question and answer forum on the network site for access by a user and an expert, the forum having a topic; and
displaying a banner advertisement on a page of the network site; and
receiving a fee for the banner advertisement, wherein the fee is based on a number of users accessing the network site.

29. (Original) A method for funding at least two interactive network sites, comprising the steps of:
providing a question and answer forum having a topic simultaneously on the network sites for access by users and experts, the network sites having less than all experts in common; and
receiving a payment from a third party sponsor for provision of the forums.

30. (Original) The method in accordance with claim 29, wherein each network site has at least one expert in common.

AI 31. (Original) The method in accordance with claim 30, wherein the common expert is peer review personnel applying review criteria selected by the third party sponsor.

32. (Original) The method in accordance with claim 30, wherein the common expert is peer review personnel applying review criteria established independently of the third party sponsor.

33. (Original) The method in accordance with claim 30, wherein the common expert is one of an employee and a contractor of the third party sponsor.

34. (Original) The method in accordance with claim 30, wherein the third party sponsor is a pharmaceutical manufacturer and the networks sites are at least one of drug retailer network sites and health maintenance organization network sites.

35. (Currently amended) A method for ~~operating a question and answer forum system deployed at a plurality of interactive network sites~~ funding a plurality of interactive network sites, comprising the steps of:

which the question originated and on at least one other network site.

Claims 41-50 (Canceled).

51. (Currently amended) The method in accordance with claim ~~50~~ 35, wherein the payment includes paying a fee for the user to access the forum.

52. (Currently amended) The method in accordance with claim ~~41~~35, further comprising receiving a payment from a third party that provides a third party service associated with one of said network sites at which one of the question and answer ~~forum-fora~~ is deployed.

Claims 53-56 (Canceled).